

DUPLICATE

## INVOICE



**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**Main: (248)827-7777**  
**Billing: (877)290-6086**

www.wxyz.com

Billing Address:

**Davis Group (The)**  
**Attention: Pam Newby**  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**

Send Payment To:

**WXYZ**  
**P.O. Box 643405**  
**Cincinnati, OH 45264-3405**

Invoice #	Invoice Date	Invoice Month	Invoice Period
310514-1	09/23/12	September 2012	08/27/12 - 09/17/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1242

Flight Dates	Order #	Alt Order #
09/12/12 - 09/17/12	310514	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/12/12	09/17/12	M-F 7-9am	7-9am M-F	1-111--	1:00	4	\$2,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 1-111-- 4 \$2,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 09/12/12 7:59 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM 2 WXYZ Th 09/13/12 8:55 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM 3 WXYZ F 09/14/12 8:38 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM 4 WXYZ M 09/17/12 8:40 AM M-F 7-9am 7-9am M-F 1:00 CMI TV102 \$2,400.00 NM									
2	09/15/12	09/15/12	Action News SAT 8am	SAT 8-9am	-----S-	1:00	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 -----S- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 09/15/12 8:10 AM Action News SAT 8am SAT 8-9am 1:00 CMI TV102 \$1,200.00 NM									
3	09/16/12	09/16/12	Action News SUN 8am	Sun 8-930am	-----S	1:00	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 09/16/12 9:24 AM Action News SUN 8am Sun 8-930am 1:00 CMI TV102 \$1,000.00 NM									
4	09/12/12	09/17/12	M-F 12-1pm	12-1pm	1-11---	1:00	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 1-11--- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ W 09/12/12 12:24 PM M-F 12-1pm 12-1pm 1:00 CMI TV102 \$2,000.00 NM 2 WXYZ Th 09/13/12 12:46 PM M-F 12-1pm 12-1pm 1:00 CMI TV102 \$2,000.00 NM 3 WXYZ M 09/17/12 12:47 PM M-F 12-1pm 12-1pm 1:00 CMI TV102 \$2,000.00 NM									



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310514-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for Michigan	1242	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/12/12	09/14/12	6-630pm M-F	6-630pm M-F	--111--	1:00	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 --111-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 09/12/12 6:20 PM 6-630pm M-F 6-630pm M-F 1:00 CMI TV102 \$3,000.00 NM									
2 WXYZ Th 09/13/12 6:09 PM 6-630pm M-F 6-630pm M-F 1:00 CMI TV102 \$3,000.00 NM									
3 WXYZ F 09/14/12 6:10 PM 6-630pm M-F 6-630pm M-F 1:00 CMI TV102 \$3,000.00 NM									
6	09/16/12	09/16/12	Su 6-630p	6-630pm Sun	-----S	1:00	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 -----S 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 09/16/12 6:10 PM Su 6-630p 6-630pm Sun 1:00 CMI TV102 \$2,000.00 NM									
7	09/12/12	09/17/12	M-F 730-8pm	730-8pm M-F	1-111--	1:00	4	\$4,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 1-111-- 4 \$4,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 09/12/12 7:40 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM									
2 WXYZ Th 09/13/12 7:41 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM									
3 WXYZ F 09/14/12 7:56 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM									
4 WXYZ M 09/17/12 7:46 PM M-F 730-8pm 730-8pm M-F 1:00 CMI TV102 \$4,400.00 NM									
8	09/12/12	09/17/12	11pm Action News Updat	11-1135pm M-Sun	1-11--1	1:00	4	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 1-11--1 4 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 09/12/12 11:14 PM 11pm Action News Update 11-1135pm M-Sun 1:00 CMI TV102 \$5,000.00 NM									
2 WXYZ Th 09/13/12 11:24 PM 11pm Action News Update 11-1135pm M-Sun 1:00 CMI TV102 \$5,000.00 NM									
3 WXYZ Su 09/16/12 11:12 PM 11pm Action News Update 11-1135pm M-Sun 1:00 CMI TV102 \$5,000.00 NM									
4 WXYZ M 09/17/12 11:32 PM 11pm Action News Update 11-1135pm M-Sun 1:00 CMI TV102 \$5,000.00 NM									
9	09/12/12	09/12/12	Nightline	1135pm-1205am M	--W----	1:00	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 --W---- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ W 09/12/12 11:55 PM Nightline 1135pm-1205am M 1:00 CMI TV102 \$3,000.00 NM									
10	09/15/12	09/15/12	SA 1130p-1230a	1130pm-1230am	-----S-	1:00	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 -----S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 09/15/12 12:32 AM SA 1130p-1230a 1130pm-1230am 1:00 CMI TV102 \$500.00 NM									
11	09/16/12	09/16/12	SU 1130p-12a	1130pm-12am	-----S	1:00	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/12/12 09/18/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 09/16/12 11:58 PM SU 1130p-12a 1130pm-12am 1:00 CMI TV102 \$1,500.00 NM									

Total Spots

24

Gross Total

\$71,400.00



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310514-1	09/23/12	September 2012	08/27/12 - 09/17/12

  

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
CARE for Michigan	CARE for Michigan	1242

**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$10,710.00</b>
<u>Net Amount Due</u>	<b>\$60,690.00</b>